



THE AMERICAN  
INSTITUTE OF ARCHITECTS

1945 JULY 12 AM 9:55  
WASHINGTON, D. C.

THE

# WISCONSIN ARCHITECT

341

THE OFFICIAL PUBLICATION OF THE STATE ASSOCIATION OF WISCONSIN  
ARCHITECTS — THE WISCONSIN CHAPTER A.I.A. AND THE PRODUCERS  
COUNCIL CLUB OF WISCONSIN

#### OFFICERS

Edgar H. Berners.....President  
Walter G. Memmler.....1st Vice Pres.  
Mark F. Pfaller.....2nd Vice Pres.  
Leigh Hunt.....Secretary-Treasurer

#### EXECUTIVE BOARD

Districts Nos. 1 and 2  
Emiel F. Klingler.....Eau Claire  
District No. 3  
Edgar H. Berners.....Green Bay  
Noel R. Safford.....Green Bay  
District No. 4  
C. Madsen .....Stevens Point  
District No. 5  
Frederick W. Raeuber.....Manitowoc  
District No. 6  
Ellis J. Potter.....Madison  
Lewis A. Siberz.....Madison  
District No. 7  
Frank F. Drolshagen.....Milwaukee  
Leigh Hunt .....Milwaukee  
Walter G. Memmler .....Milwaukee  
A. L. Seidenschwartz .....Milwaukee  
Mark F. Pfaller.....Milwaukee  
T. L. Eschweiler .....Milwaukee  
District No. 8  
Robert S. Chase.....Janesville

#### OFFICERS AND DIRECTORS WISCONSIN CHAPTER A.I.A.

Ralph H. Kloppenburg.....President  
T. L. Eschweiler.....Vice Pres.  
Frederick A. Luber.....Sec-Treas.  
Alexander H. Bauer John J. Brust  
Edgar H. Berners Leigh Hunt  
Elmer A. Johnson

#### OFFICERS PRODUCERS CLUB OF WIS.

Robert D. Diedrich.....President  
Walter J. Flueck.....Vice President  
C. Earl Hess.....Treasurer  
Robert L. Leaf.....Secretary

J U N E

1945

VOL. 13 NO. 6

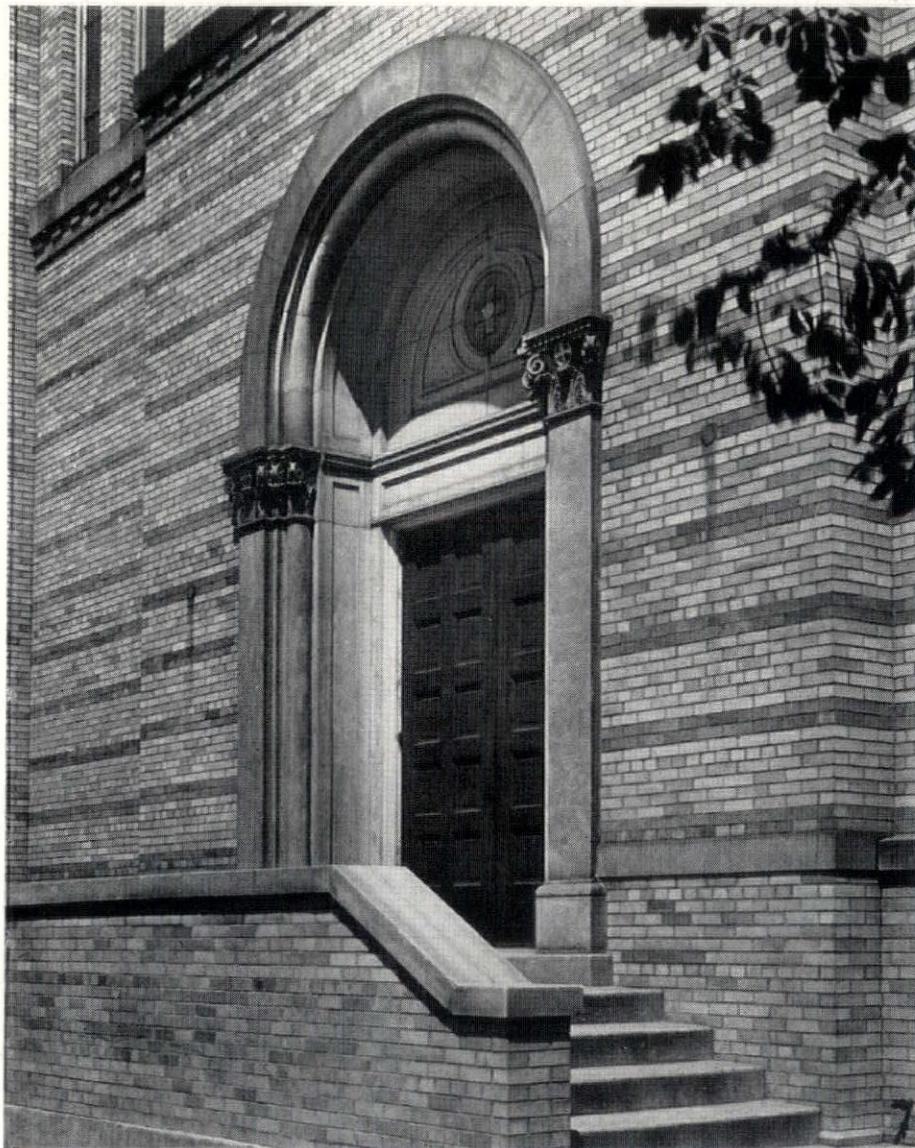


Photo by Fred R. Stanger

WEST ENTRANCE, ST. ADALBERT'S CHURCH  
MILWAUKEE, WISCONSIN

FRANCIS S. GURDA, ARCHITECT

## THE WISCONSIN ARCHITECT

Official Publication

The State Association of Wisconsin Architects

Wisconsin Chapter, The American Institute of  
Architects

Producers' Council Club of Wisconsin

LEIGH HUNT, F.A.I.A., Editor and Publisher

ELIZABETH SCOTT HUNT, Managing Editor

Contributing Editor—PETER BRUST, F.A.I.A.

152 W. Wisconsin Ave., Milwaukee

Daly 5103

Published Monthly

Subscription, \$1.00 per year

Address all communications for publication to Editor  
152 W. Wisconsin Ave., Milwaukee 3, Wisconsin

The Secretary will publish in the August Wisconsin Architect, a list of resident registered Architects in the State of Wisconsin, designating members of the State Association. If you have not already sent in your check for dues, please attend to this at once, so that you will be listed as a member of the State Association of Wisconsin Architects.

### FRED R. STANGER COVER PAGE PHOTOGRAPHER

The engraving on the cover of The Wisconsin Architect was made from a photograph by Fred R. Stanger, 3053 S. 46th st., specialist in architectural photography.

Mr. Stanger began his career with a commercial studio, then joined the staff of the Milwaukee Sentinel and later the Wisconsin-News. In 1935 he became a staff photographer on the Milwaukee Journal, where he remained until he entered the United States Navy—becoming Chief Photographer's Mate. He returned to civilian life in December of 1944 again affiliating with the Journal until early in June when he resigned to open his own studio.

He has won distinction by having three of his photographs, previously published in the Milwaukee Journal, selected by Edward Steichen for reproduction in the U. S. Camera magazine. His work also has appeared in Graphic Graflex Photography by courtesy of the Journal and in the Foreign Press.

Ten months after his joining the Navy, his Station Security Officer in recommending that the ordinary length of time between first class and chief petty officer be waived in his case, and that he be immediately advanced to the rating of Chief Photographer's Mate, wrote:

"Stanger has made a study of Naval photographic procedure and has so well acquainted himself with Navy rules and regulations regarding production, processing and distribution of Naval Photographs, that he has established an enviable record in that administration of photographic personnel under his jurisdiction and has personally and expertly instructed such photographic personnel in Naval procedure and technique relating to photography with but little officer supervision."

## MINUTES OF JUNE EXECUTIVE BOARD MEETING

State Association of Wisconsin Architects

The Board of the State Association of Wisconsin Architects met on Saturday, June 16, 1945, at 10:30 a.m. in the Chestnut room of the Plankinton House, Milwaukee.

Present: Edgar H. Berners, District No. 3; Frederick W. Raeuber, District No. 5; Theodore L. Eschweiler, Leigh Hunt, Walter G. Memmler, District No. 7.

By Proxy: Emiel F. Klingler, Districts No. 1 & 2; Noel R. Safford, District No. 3; C. Madsen, District No. 4; Ellis J. Potter, District No. 6; Frank F. Drolshagen and Arthur L. Seidenschwartz, District No. 7; Robert S. Chase, District No. 8.

Absent: Lewis Siberz, District No. 6; Mark F. Pfaller, District No. 7.

Guest: Gerald J. Rice, Attorney for the State Association.

### Set Date For Convention

President Berners opened the meeting with a discussion on the request of the Clerk of Green County for a list of architects near Green County, and

The motion was made by T. L. Eschweiler that the Secretary have printed a list of all active members of the State Association to be sent to those contemplating building and requesting names of Architects. Seconded by W. G. Memmler. Carried.

General discussion of The American Institute of Architects' Convention's action on Unification, followed by

Resolution by T. L. Eschweiler, that an invitation be extended the Wisconsin Chapter Board to a joint meeting with the Board of the State Association for the purpose of discussing unification as passed by the 1945 A.I.A. Convention in Atlantic City. Seconded by W. G. Memmler. Carried.

Motion by W. G. Memmler that the 1945 Convention of the State Association of Wisconsin Architects be held in Milwaukee on October 5 and 6. Seconded by T. L. Eschweiler. Carried.

Gerald J. Rice, attorney for the State Association, told the Board that he had been working with the Legislative Committee and would make a report to Mr. Eschweiler's committee and that Mr. Eschweiler would report to the Board.

The Treasurer was authorized to pay the current bills.

The meeting was adjourned at 4:30 p.m.

Respectfully submitted,  
Leigh Hunt, Secretary

\* \* \* \* \*

### HARRY BOGNER IN FRANCE

Another of Harry Bogner's welcome postcards has been received from the European theater. This shows the Place de la Concorde, Concord Place, Paris, France. He writes, "In Paris for a few days, which in spite of war effects, remains the most beautiful city. No taxis on streets. Many bicycles. Hear and see lots of wooden soles. Fine posters and window displays. Greetings to all." His address is Harry Bogner NO14237, PWD—Shaef Main—APO—757.

## R. H. KLOPPENBURG NEW PRESIDENT OF WISCONSIN CHAPTER F. A. LUBER, T. L. ESCHWEILER, ELECTED TO BOARD

Ralph H. Kloppenburg was elected president of the Wisconsin Chapter of The American Institute of Architects at the 1945 Annual Meeting Friday evening, June 15, at the City Club, Milwaukee.

The two new directors are Frederick A. Luber, who had been filling the unexpired term of the late Herbert W. Tullgren, and Theodore L. Eschweiler. Mr. Luber was elected secretary-treasurer and Mr. Eschweiler, vice-president. The other board members are Leigh Hunt, retiring president, Alexander H. Bauer, retiring secretary-treasurer, Edgar H. Berners, Elmer A. Johnson, and John Brust.

President Hunt opened the meeting with a report on the reduced convention of The American Institute of Architects held in May at Atlantic City, N. J., which he attended as delegate for the Chapter and the State Association.

Stressing the importance of the architects' participation in the designing of the small house, he said, "The A.I.A. Board was unable to offer a solution of the small house problem, that is to say, \$8000 or less. However, it was the opinion of many of the delegates at the convention that architects should not abandon the small house in favor of larger work but should remain in the field and help the working man secure a better house for less money. The small house may have to be done as a special project, or perhaps by a group of architects. But in any case, the solution of the small house problem should not be left for others to solve, and it is an architectural project of the greatest importance.

"This is one of the most trying periods the Chapter has ever gone through. Following the depression, in 1929, came the World War II, and with it, priorities and restrictions which produced the equivalent of conditions of the depression for the construction industry.

"We still are not out of the woods, but we are hoping that by careful planning we can eliminate the bottleneck which might result from our inability to produce plans for the larger building program which is anticipated.

"I wish to thank Alex Bauer, our secretary and treasurer, for his loyal cooperation and assistance, as well as all of the members of the Board and the committees for the splendid way in which they have carried on the work of the Chapter during the last two years."

\* \* \* \* \*

### SECRETARY'S ANNUAL REPORT FOR THE YEAR 1944-1945

The Chapter completes 34 years and The Institute 86 years of service to the profession and society. The activities of our Chapter normally are through standing committees who are charged with duties, some of which are confined to internal while others relate more specifically to external affairs. The war conditions, however, have prevented the functioning of the standing committees and, therefore, most of the work has fallen upon the shoulders of the Board of Directors. It is hoped that the standing committees will again be

able to function during the post-war era.

Some of our members are in the service, while others are still engaged in defense work during the present emergency. Because of this, those who have remained active in their profession have found it necessary to continue and serve more frequently than otherwise.

The Chapter, through the efforts of President Hunt, again participated in the "Plan Your Home Club". Wisconsin Chapter is again collaborating with the Electric Company, Marshall & Ilsley Bank and the Boston Store in a series of lectures on post-war planning.

The Chapter is again grateful to Tony Wuchterl for the many lectures he has given under the auspices of the Wisconsin Chapter.

Nine monthly Chapter meetings have been held during the fiscal year of 1944-1945. Your Board of Directors has had numerous meetings during this same period and has endeavored to carry on by collaborating with the many civic organizations in the City of Milwaukee, State of Wisconsin.

Your Board has had much controversy concerning the qualifications of prospective members to The Institute. The Board was unable to agree as to the necessary qualifications and your Secretary therefore propounded a series of questions to be answered by the Executive Secretary of The Institute. These questions were finally referred to the Board of The Institute, who deemed them of sufficient importance to include them in the Convention activities. In their report, the Board of The Institute stated that Wisconsin Chapter asked some challenging questions about membership qualifications—questions which must be answered for all chapters. In answer, may I quote the following:

"Our answers involve decisions as to whether we turn a corner by partially surrendering our highest sense of professionalism or press straight on and thereby grasp our greatest opportunity for a unique leadership of the whole building industry! Your Board has given its most thoughtful consideration to this choice. Its resolute and unanimous conclusions are here presented with a full realization that they may be misunderstood, unpopular or even provocative with some of the members. However they are received, let us beg you to realize that they are unselfish conclusions, considered for the continuing and ultimate good of the majority by your duly elected representatives—all experienced men."

In writing, the Wisconsin Chapter stated that "A few of the Architects, especially the young practitioners, are strongly of the opinion that in order to survive, the Architect will be and is compelled to meet competition by whatever methods may be necessary. They believe that the By-Laws should be revised to cover and meet any contingencies. They also believe that the Architect can then operate with a sense of decency."

The reply of the Board of Directors of The Institute is: "Now is the time of greatest potential opportunity for Architects to re-establish and retain their highest

sense of professional practice; that we must help elevate the Builder's concepts by cooperation and example and, finally, that in standing steadfastly for our status even if we have to reject and discipline members, we will influence right-minded men to requalify for our ranks and more truly share in the tremendous responsibilities of leadership ahead."

Respectfully submitted,  
Alexander H. Bauer, Sec-Treas.  
Wisconsin Chapter A.I.A.

\* \* \* \* \*

### Anthony Wuchterl Reports

In his report as Chairman of the Chapter's Historic Committee, Anthony Wuchterl gave a resume of his activities from the inception of his program in 1941 to publicize architecture, up to the present day.

With his "A Romantic Adventure into Early Wisconsin, Via Architecture," illustrated by kodachrome slides of Wisconsin's landmarks which he has photographed; "The Story of Architecture" which includes drawing, narration, and music, and his illustrated talk on early Milwaukee architecture, he has made 80 public appearances before a total of 6900 people. This dates from 1942 to the first half of 1945, and does not include his illustrated talk of June 27, before the City Club of Milwaukee.

#### *Attend From Out-Of-Town*

Out-of-town members attending the dinner meeting were Edgar H. Berners, Green Bay; Frederick W. Raeuber, Manitowoc, and A. J. Seitz, Racine.

## T. C. ESSER CO.

**PAINTS  
GLASS  
WALL PAPER  
MIRRORS  
GLASS BLOCK**



**CHURCH  
STAINED GLASS**



**MILWAUKEE • OSHKOSH  
LA CROSSE**

## SENATE SPECIAL COMMITTEE ON SMALL BUSINESS

Senate Office Building  
Washington, D. C.

Washington, D. C., June 22, 1945—The hearings scheduled for June 26 and 27 before the Senate Small Business Committee, on the veteran in construction and the timing of construction to meet employment needs, have been cancelled.

Due to the pressure of business before the Senate, the committee has decided to postpone hearings until after the forthcoming recess.

"At least 600,000 men now in the armed forces have had military training or civilian experience in phases of construction work," Senator James E. Murray (Montana), Chairman of the Senate Small Business Committee, stated in announcing hearings of his committee on June 26 and 27, to explore the opportunities for veterans in construction and the timing of construction to meet employment needs.

"The construction industry," Senator Murray continued, "will require more skilled workers than before the war, if post-war construction volume is to be maintained at the high levels we need to meet the accumulated demand of postponed construction."

Construction is, in normal times, the largest non-agricultural activity in the nation. It can contribute in a large measure to post-war full employment, if restrictions are removed as quickly as improvement in the war situation permits. Employment for millions of returning veterans and discharged war workers can be provided in the construction industry.

Both government and industry are keenly aware of the important part construction can play in keeping our economy on even keel in the reconversion period. It is very important at this time to review what steps are being taken to advise the veteran what opportunities exist for setting up small business in construction, and what opportunities for training in construction and utilization of skills are available.

Representatives of the War and Navy Departments, the Retraining and Reemployment Administration and the building trades unions have been asked to appear before the committee to state what is being done by their organizations to aid veterans and war workers who want work in construction. The Office of War Mobilization and Reconversion has been asked to explain the Government's policy on construction during the reconversion period. The United States Chamber of Commerce has been asked to report on what private industry wants government to do to maintain employment in construction.

\* \* \* \* \*

### E. A. STUBENRAUCH WINS SHEBOYGAN COMPETITION

Edgar A. Stubenrauch & Co., Sheboygan, was awarded first prize and architect's contract for the new Vocational School to be erected in Sheboygan. The limited competition was conducted in accordance with the Competition Code of The American Institute of Architects. The program was prepared by Alexander H. Bauer who was selected by the Board of the Sheboygan School of Vocational and Adult Education as its professional advisor. The building will be approximately 150 by 180 feet, two stories, and will house chiefly the trade and industry division of the vocational school.

## SUGGESTIONS FOR CONTRIBUTORS ON HARDWARE SUBJECTS

We should have articles from the architects. We should solicit contributions on the subject of hardware and its relationship to the architectural profession. As we learned from Mr. Hoskins of Holabird & Root, the architects have some very definite ideas about hardware.

We should publish articles to interest the architects. We have so many things to talk about, perhaps a program should be laid out. For instance, the subject of exit door hardware for public buildings of all kinds. We should discuss the building codes of the various states affecting exit door devices. It has been my experience that the state building codes are generally inadequate. There should be a more complete understanding of what the various states should be stiffened to provide for a more universal compliance.

Another subject is hardware required by the underwriters laboratories, and an investigation should be made as to whether the specifications are understandably written. Perhaps someone will advise us on this subject.

Some time ago a local architect called attention to a standard detail booklet, produced years ago, which was of great help to the architects as it was published by our industry. It was a better manual to follow than those emanating from other sources. Could this standard detail booklet be brought up to date and distributed to all the architects?

You published a sample hardware specification. I have given considerable thought to the subject and I think something should be done about a standard hardware specification. As you know, there is no standard method of specifying hardware in our industry. It is my opinion that there are two kinds of hardware specification writers (with variations, of course). There is the one who tries to write a document that will be a guide for the supplying of proper hardware for a job, and the other who writes adequate specifications sufficiently "loaded" so that he can "skin" it afterwards. Oh, I forgot! There is the third kind who should never attempt to write a specification.

There is no doubt that many of the methods used in hardware specification writing suffice, but if, as we heard of at the last convention, there are not more than 500 builders' hardware consultants in the United States, there are not enough qualified men to write hardware specifications in the postwar period.

Therefore, there should be a standard hardware specification. This applies particularly to buildings in the commercial or institutional classes. In fact, a standard hardware specification for each type of building would be ideal.

In closing, I want to say that the builders' hardware industry, both manufacturers and distributors, has the greatest opportunity in its existence and it will be unfortunate, if not disastrous, if it does not take advantage of it now.

Cleveland, Ohio

H. M. Pfeiffer, A.H.C.  
The W. Bingham Co.

From Hardware Consultant and Contractor for March

# BLUE PRINTING

## - PHOTOSTATS -

*Enlargements and Reductions Kept to Your  
Exact Specifications*

### ★ BLUE LINE PRINTS

*. . . any size reduced or enlarged*

### ★ VANDYKES

### ★ B. W. PRINTS

### ★ PHOTO TRACINGS

### ★ COPY-FLEX . . . Reproductions

*(Inexpensive copies made from blue prints)*

Prompt Service

Plant Operating Around the Clock

*Drawing Materials ~ Instruments  
~ Hamilton Furniture ~*

**DAVID WHITE CO.**  
315 W. Court Street MA 6934

# FLOORING

FOR  
RESIDENTIAL, PUBLIC BUILDINGS  
OR  
COMMERCIAL USE

- MAPLE, BEECH, BIRCH •
- and WISCONSIN OAK •
- in •
- STRIP, HERRINGBONE and •
- ASSEMBLED BLOCK FORM •

OUR MAPLE, BEECH and BIRCH flooring is guaranteed MFMA (Maple Flooring Manufacturers Association) grade and manufacture.

*Architects*

ADDRESS YOUR FLOORING PROBLEMS TO US

**HOLT HARDWOOD CO.**  
OCONTO, WISCONSIN



## ARCHITECTURE WITH TWO LEGS

By HUGH FERRISS

An address before the Art Commission Associates, New York

Journal of the A. I. A.

Mr. President, and Gentlemen:

It is very flattering indeed to be invited by your President, Henry Rering, to speak before this distinguished group. Mr. Hering has suggested that I talk about the architectural appearance of "The City of the Future". Of course, no one, including myself, has the faintest idea what the Future City is really going to look like; since we meet on a common ground of complete ignorance, I can say anything I choose and you can't contradict me—that is, not for some years, by which time all that is said this evening will be safely forgotten.

However, I have only one idea to suggest: that the appearance of cities and buildings of the future will be chiefly characterized by a reintegration to be effected between the artistic approach, and the scientific approach, to architecture.

The fact that no true integration exists, in this respect, in our time, was first brought home to me on the day I entered the School of Architecture and Engineering at one of our universities. I discovered that the architects were housed on one side of the campus, the engineers on the opposite side, and after dark, they literally threw stones through each others' windows. I was surprised by this, as I had previously taken the common dictionary definition of Architecture as gospel truth, "the art and science of building". Not, mind you, "the art opposed to the science", but "art and science", the two as one. The masterpieces of the past, I had imagined, from the Parthenon down, were the witnessses, silent but convincing, that their two forms of genius, artistic and scientific, had worked as one. But I learned, that day at school, that the two had somehow fallen apart, in our time, and were now in opposition. It was a problem often to reappear in later years.

During the 1920's, as I remember them, the adult artists and scientists of the building field were in opposition, and were still throwing stones, with the artists having rather the better of it. In the drafting room of a famous architect (where I worked for some years) the situation was something like this: When a new job came in, the head designer and his staff retired to the library. The library was well stocked with handsome volumes dealing with all past architectural styles. After a week or so, they emerged with drawings of some facades which were extremely beautiful, even if somewhat familiar, and which expressed what the architect himself once gave me as being an ideal architects' motto: "Select from the past, but always with good taste." After the drawings were finished, some well-known engineer from the outside world was called in and employed to provide the steel to hold up the beautiful facades. So it is inaccurate to say that architect and engineer were exactly opposed, in this case. The architect simply employed the engineer to hold the architect up. This is not opposition, yet it is not integration.

Indeed, all of the distinguished architects of the '20's, whom I later had the honor of meeting, seemed to accept the dictum that architecture is primarily an art, a fine art. I do not mean that they were unaware of

modern science and engineering; if you said, "architecture is the art and science of building", they would say they agreed; and they used engineers—but somewhat as though in the servant class. They seldom got any inspiration from scientific or technological discoveries—their inspiration came from the other side of the fence. On the whole, they tended to agree with my first employer, "Select from the past, but always with good taste".

I sometimes wonder how many masonry columns I drew in those days, columns which were absolutely correct in proportion and which supported absolutely nothing. How many skyscraper facades divided, like classic columns, into three parts, base, shaft, and capital, and I never knew why. I had to draw a rather nice Parthenon, once, which had somehow gotten up onto the 40th floor of another building. And a rugged pyramidal tomb, which is still on top of the old Bankers Trust Building and you can still see the steam coming out of it. What this free-for-all catch-as-catch-can eclecticism might have led to, I don't know, for one day in 1929, the Skyscraper Age came to an end.

In the 1930's, opposition between artist and scientist continued, but now, I thought, the scientist was getting rather the better of it. Design took a more calculating turn. Of course there were many amusing things about that debut of "Modern Architecture". Some young men, hearing somebody say "A house is a machine to live in" proceeded to design homes that could only be lived in by machines. They damned their elders as eclectics and then, with equal eclecticism, arbitrarily chose to borrow from the "Modern Style" simply because it was the modern style. They said that their elders had become sentimental, and in throwing sentimentality overboard, they threw over all true sentiment, to boot. Some of them took to designing buildings on typewriters. I remember one group of students who asked me, "Why should we make drawings showing how buildings look?" I found, after a while, what was on their minds: they didn't care how buildings look, they just wanted them to work. What this purely technological architecture might have eventually led to, I also don't know, for as the earlier phase was halted by a depression, this one was halted by a war.

When constructive work resumes, after the destruction is over, I imagine that art commissions will be faced, among other problems, with a question of where to throw the weight of their sympathy as between the two schools of design just referred to—the artistic eclectics of the '20's, the technological experimenters of the '30's. I suspect that you will have, on one hand, architects designing beautiful buildings which no longer work, and, on the other, architects designing workable buildings which are not yet beautiful.

This conflict of opinion is not clearly expressed, in my opinion, by saying it is between "older generation" and "younger generation"; that conflict has always

### QUALITY . . .

GLAZED BRICK AND TILE, FACE BRICK,  
COMMON BRICK

GAGNON CLAY PRODUCTS CO.

526 S. Broadway HOWARD 78 Green Bay, Wis.  
BRIXMENT the leading masonry cement

been with us; nor by calling it "Traditionalist" vs. "Modernist"; both sides have some claims to both terms. The conflict is between those who find their chief inspiration in art, in forms of beauty, and those who find their chief inspiration in science, in truthful statements of actual functions. If you are one who devoutly believes that architecture is mainly a fine art, if you value beauty above all else, you will scarcely see any reason for any particular change at this time. A Greek temple is as beautiful today as it ever was; if beauty is the sole criterion, there is no reason why we should not go on building Greek temples forever. On the other hand, if you take truth as your basis—if you devoutly believe that an untruthful architectural design, however beautiful, is immoral—if you think science and engineering have a direct bearing on the design of buildings and cities, then you will not only tolerate, but in all conscience insist upon, a change at this time. For science, in our day, has been evolving so swiftly as to constitute a revolution.

May I state my own credo in this matter? I believe that architecture has two legs to stand on, science and art. That to be upright, it has to stand on both of them. That to get anywhere, it has to use both, putting one forward just as firmly as the other. That when this happened we got the "grand epochs" of architecture, and only then. That it has not happened in the lifetime of anyone in this room. That in the younger generation, and their designs, are grounds for believing that it will happen within the predictable future. That the exact appearances of this future architecture cannot yet be

delineated, except that we may confidently say it will resemble neither that of the '20's nor the '30's. That, meanwhile, we do well to keep an open mind; and do better if we lend a hand.

\* \* \* \* \*

## THE STRENGTH OF ORGANIZATION

The strength of an organization lies in the individual integrity and loyalty of each member as expressed in his relationship with every other member.

The weakness of an organization lies in that very human trait, selfishness, in which the individual sees only the immediate gain to himself, without regard to his fellow members, the industry of which he is a part, or the fact there is usually a day of reckoning.

The strength of an organization grows as the members work with each other—as confidence is established—as mutual business friendships are built up.

—The Builders Exchange News

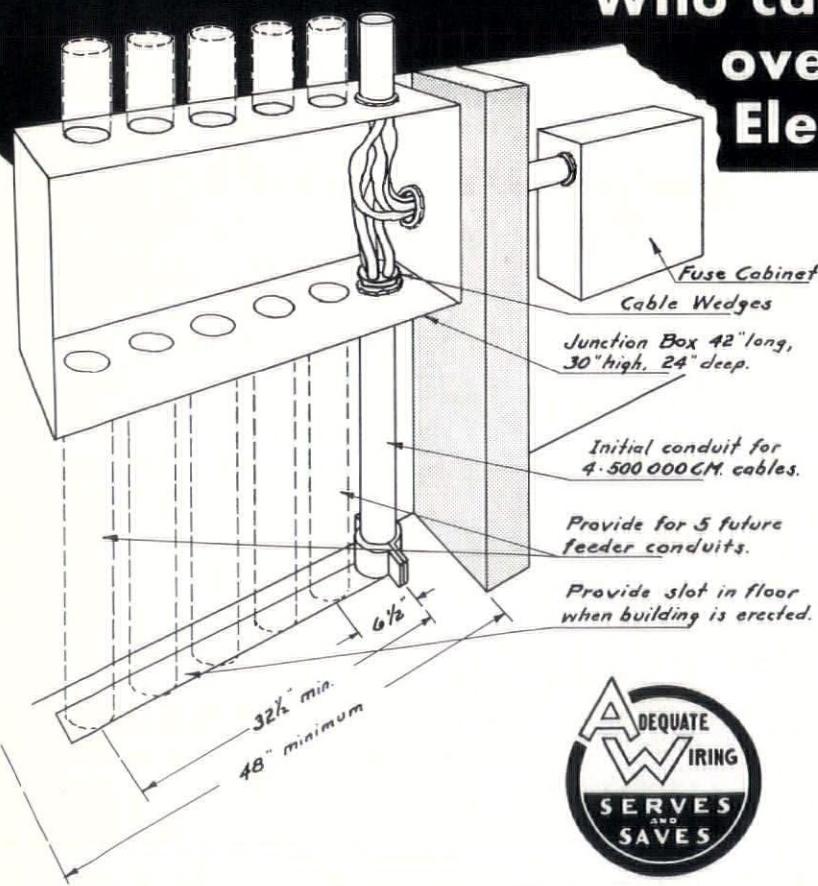
\* \* \* \* \*

## JOHN HOLABIRD NOTED ARCHITECT, DIES

John Augur Holabird, noted Chicago architect, died May 4 on his fifty-ninth birthday, after a brief illness.

He was a member of the firm of Holabird & Root, which designed a number of important buildings in Milwaukee, including the Northwestern Mutual Life Insurance Co. and Northwestern National Life Insurance Co. buildings and the A. O. Smith Corp. research laboratory.

## Who can afford to overlook future Electrical Expansion?



Future electrical expansion will continue. Increasing demands can only be supplied through adequate feeder capacity. Provisions for future additional capacity should be planned for in the original building plans.

We illustrate how planning can simplify the addition of feeder capacity. Additions, as needed, can be made to meet any demand, with expense and disturbances held to a minimum.

This information is not based on just the opinion of one individual . . . instead it is the result of engineering experience from hundreds of actual cases, over a period of many years.

**The Electric Co.**

WA-6-45

## A. I. A. STATEMENT ON BILL S. 191

Journal of the A. I. A.

At hearings held by a Sub-committee of the Committee on Education and Labor, U. S. Senate, The Institute presented a statement setting forth its approval of S.191—"a bill to amend the Public Health Service Act to authorize grants to the States for surveying their hospitals and public health centers and for planning construction of additional facilities and to authorize grants to assist in such construction". D. K. Esté Fisher, Jr. presented the statement, the text of which follows:

Committee on Education and Labor—U. S. Senate  
Honorable James E. Murray, Chairman

Gentlemen:

The American Institute of Architects, through its Board of Directors and its Committee on Hospitalization and Public Health, is strongly in favor of the basic objectives proposed to be attained by the passage of the bill S. 191.

The American Institute of Architects is the national society, founded in 1857, representing the professional practicing architects in the United States. Our membership of about 5000 includes the great majority of active practitioners, and, through our affiliated State Societies includes an additional large number of registered architects and employees. Among these technically trained men are most of the experienced hospital designers who have been and will, no doubt, continue to be responsible for practically all civilian hospital construction in this country.

It may be said that our appearance here before you is actuated by self-interest. Let us say "granted"—to the extent that all architects are interested in active construction programs. We are not, however, here to favor any large Federal construction program nor to urge authorization of Federal funds for local construction, except under those special conditions in which private enterprise and local Government seem to have been less effective than present-day conditions demand, and in which Federal stimulation and supplement to local effort seems necessary to reach objectives for the future which we might otherwise fail to attain.

The members of The American Institute of Architects who are experienced in hospital and public health center design are convinced (along with physicians, hospital consultants and managers, State and country

health officials, and other expert members of the American Hospital Association and the American Public Health Association) that the entire hospital and public health facilities picture in this country should be reviewed and analyzed as an over-all regional picture, with a view to laying plans — developing "master plans" if you will—for the proper distribution of the greater and more completely adequate facilities which unquestionably should be provided in the years following the War. It is believed that existing facilities are oftentimes basically inadequate in size or arrangements, and, perhaps more importantly, are oftentimes ill-distributed. In other words, they have been originally located and designed without reference to any over-all regional plan—with adequate factual bases for judgment of the suitability of location or design.

The American Institute of Architects does not consider itself qualified to offer suggestions to this Committee as to the number or type of hospitals or health centers that may be needed in the United States. It appears to us that the collection of data on which such suggestions could be based is one of the most urgent objectives of this bill. Our reason for appearing before you may be expressed briefly thus:

The architect, by his technical training and background, approaches any problem with profound faith in the efficiency of making a painstaking analysis of facts and needs, and following this with orderly planning based on that analysis.

The bill and the Interim Report of the Subcommittee on Wartime Health and Education, particularly the proposal for a Coordinated Hospital Service Plan, convince us that here, for the first time in our knowledge, is sketched a procedure for health that is to be based on the solid foundations of a painstaking analysis of facts and needs, followed by orderly planning. Here at last appears to be a serious effort to end haphazard and accidental growth of our country's provision for hospitalization and public health, and to institute instead an analytical, coordinated and truly economic procedure.

We, therefore, support wholeheartedly the program envisioned by the bill and urge its early passage in order that the arduous and time-consuming work of both survey and planning may be begun at once—in order that plans may be completed, or at least may be well under way, when peace and a free construction market will permit dreams to materialize. Only thus can we avoid further haphazard construction which

**PATEK BROTHERS, INC.**  
*Manufacturers of*  
**PAINTS • ENAMELS  
VARNISHES**  
*Distributors of*  
**GLASS**  
**FOR INDUSTRIAL • COMMERCIAL  
RESIDENTIAL USE**  
**GLAZING SERVICE**  
MILWAUKEE 1, WISCONSIN

*For Victory . . .*  
**BUY**  
**War Bonds**

### MAGAZINES

I have many bargains on my list — anything you want I can get for you.

• •

Mrs. Alexander C. Guth  
1931 N. 73rd St.  
Milwaukee, Wisconsin  
Telephone GR. 8567

would undoubtedly be demanded if we are not prepared.

We believe that the architects of this country have a considerable and an important contribution to make to this program. On them will, unquestionably, fall the major responsibility for the design of such hospitals and health centers as will be built. They will work in close cooperation with hospital consultants, directors, physicians, State and county health officials, and others expert in the operation and use of such facilities. They should also be called upon to bring to the preliminary survey stage of the program their knowledge and experience in hospital design, construction and maintenance. We, therefore, urge that the bill, as finally presented, be so worded as to assure the inclusion of architects of recognized hospital experience in both the State advisory councils and the Federal Advisory Council called for in the bill. In this way they will not only be able to contribute their technical knowledge and training in planning but to assist in setting up and maintaining those standards of design and construction which will be so important a part of a successful accomplishment.

With this minor revision which would allow a group of specialists to contribute their best efforts, we believe the bill, as now before you, presents a long stride forward in caring for the health of this great nation.

\* \* \* \* \*

### MAINTENANCE, REPAIR TO BE LARGE ITEM

Owing to the scarcity of various materials and equipment needed to build complete structures, maintenance and repair are expected to account for more than 40 per cent of all construction undertaken during the next 12 months, Irving W. Clark, Chairman of the Residential Committee of the Producers' Council, stated.

Assuming that there will be further substantial cutbacks in war production from now on, expenditures for maintenance and repair will probably total about \$3.75 billion during the 12-month period, as compared with a volume of about \$5 billion of new construction," Mr. Clark said.

"The estimate, reflecting the large need which has been accumulating during the war, exceeds expenditures for repairs in any peacetime year in the past, but is below average forecasts for the early postwar period.

"Inasmuch as many essential items of home equipment will not reappear on the market in quantity until the war production program nears an end and since the supply of lumber available for civilian construction undoubtedly will remain tight at least until the end of the war, it is expected that relatively few new dwellings can be built during the 12 months. In addition, manpower shortages and the scarcity of materials also will limit the number of new factories, stores, schools and other buildings that can be constructed during the period in question.

"It will be entirely possible, however, to undertake many types of repairs to homes and other structures which can be completed with materials of which there is an adequate supply. With respect to many needed repair jobs, the only limiting factor at the present time is labor, and there will be an ample supply of workers as soon as reconversion is permitted on a broader scale."

# Rundle-Spence

MANUFACTURING COMPANY

•

### PLUMBING, HEATING and MILL SUPPLY

**MILWAUKEE - MADISON**

1327 UNIVERSITY AVE. MADISON 5, WIS.  
Phone Badger 208

445 N. FOURTH STREET MILWAUKEE 3, WIS.  
Phone MArquette 2500

### ARCHITECTS, ENGINEERS and ARTISTS MATERIALS

★  
**DRAFTING ROOM  
FURNITURE**

★  
*Blueprints & Photostats*



At Bridge

115 EAST WELLS STREET • MILWAUKEE

## WHERE THE BUILDING DOLLAR GOES

The National Housing Agency has published a bulletin entitled "Housing Costs." It is an interesting treatment of the subject and presents reasons why research should be conducted to find ways and means of producing shelter at a lower cost.

The thesis the authors have taken as their aim is that housing should be produced at a cost which would bring it within reach of even the lowest income group (\$2,000 per year per family) and make it unnecessary for such families to live in the so-called sub-standard dwelling.

"Standard" dwelling is not defined, so sub-standard shelter is also left to the imagination.

In statistical studies in appendices a demand for 1,300,000 homes to rent for \$10 per month or less is shown. Another 1,500,000 are needed in the \$10 to \$19 monthly rental bracket.

As to where the building dollar goes, their figures show the following: 45.70 cents for material; 29.50 cents for labor; 12.30 cents for contractors and sub-contractors overhead and profit; 87.50 cents for the total cost of the house; value of unimproved land (including profit) 7.00 cents; cost of land improvements (including profit) 5.50 cents; all of which add up to \$1.00.

These figures are based on F.H.A. studies of cost of a typical house in Hartford, Newark, Washington, Atlanta, Houston, Detroit, Kansas City, Denver, Los Angeles and Seattle.

## PITTSBURGH COLOR DYNAMICS

The Scientific Utilization  
of the Energy in Color

To Promote Efficiency in



Industry  
Schools  
Office Buildings  
Hospitals  
Homes

For FREE copy of Book on  
**COLOR DYNAMICS**

**PITTSBURGH**  
PLATE GLASS COMPANY

820 NORTH MARKET STREET  
MILWAUKEE I, WIS.

## THE ARCHITECT "Protects Building Owner"

Home building is a venture usually undertaken but once in a lifetime. Many times people building small homes feel they cannot afford the services of an architect. They, more than anyone else, need this help, because they can least afford to pay for mistakes which add to the cost of building.

The money you may be planning to save by not employing an architect may be offset many times over by costs and expenses which you failed to anticipate. An architect works for a fee. If you intend to have a mortgage placed on your home, this fee is included in the total cost of the home upon which the mortgage is placed, thus the fee is spread over the full term of the mortgage loan.

Here are a few of the services which the architect supplies to help you make a sound investment:

He will help you with the choice of a lot, will arrange to have it surveyed to comply with city ordinances. You may be able to change some details in construction after building is started, but you cannot change location. His advice in selecting a site is most important.

He will design an attractive house for you, and place it on the lot he has helped select to the best possible advantage. He will watch those intangible values such as character, good taste, and suitability when planning your home.

He will prepare the plans and specifications and help you get what you want in line with your ability to pay. He will help you select a building contractor and see that the work is done according to these plans and specifications.

He will recommend good construction and the best materials to help you protect your investment over a long period of years. He will explain the building laws of the community in which you build and any zoning or deed restrictions.

He will protect your interest at every stage of the building operation and make your home a wise investment with planning based upon years of experience.

After you have made your choice, tell your architect all about your desires, hopes and plans for the home you want to build. Tell him about your financial condition; the absolute maximum you can afford to pay; the amount you can set aside for maintenance; what you expect to spend for equipment and furnishings. You will agree after you have talked to him a few times, that he is worth his fee many times over.

—Minneapolis Builders Exchange

### G. A. KRASIN HOME

Gus A. Krasin, who has been doing war work in Omaha, Neb., for several years, has returned to Marshfield, Wis., where he has reopened his office.

**QUALITY . . . GLAZED BRICK AND TILE,  
FACE BRICK, COMMON BRICK, FIRE BRICK  
AND HIGH TEMPERATURE CEMENTS**

**Wisconsin Face Brick & Supply Corp.**  
4485 N. Green Bay Ave. CONCORD 4770 Milwaukee, Wis.

BRIXMENT the leading masonry cement

## GEORGE E. GILLEN APPOINTED RODDIS SALES MANAGER

The Roddis Lumber & Veneer Company, Marshfield, Wisconsin, announces the association of George E. Gillen with its company as general sales manager.

Mr. Gillen, who is very well known to the members of the architectural profession, was vice-president and sales manager of Matthews Brothers Manufacturing Company. Upon that firm's going out of existence, he organized the Gillen Woodworking Company of which he was president until the plant was taken over by the United States government as a part of the Milwaukee Ordnance Works.

Mr. Gillen is an honorary member of the Wisconsin Chapter of The American Institute of Architects.

## WITH THE CHAPTERS

Paul Gerhardt Jr., Chicago building commissioner and city architect, was elected president of the Chicago chapter of The American Institute of Architects at its annual meeting. He succeeds Alfred Shaw. Samuel A. Marx is new first vice president, L. Morgan Yost, second vice president, and W. Fred Dolke, treasurer. Norman J. Schlossman was reelected secretary.

George B. Mayer was elected president of the Cleveland Chapter of The American Institute of Architects. He succeeds J. Byers Hays.

Other officers elected were Franklin G. Scott, vice-president; Paul C. Ruth, secretary; Richard H. Cutting, treasurer.

The New York chapter of The American Institute of Architects has elected Perry Coke Smith as president, succeeding Arthur C. Holden.

## THE FARMER WILL BUILD TOO

The nation's farmers are planning to spend \$3,200,000,000 for the construction, repair, and improvement of farm homes and service buildings, according to an interpretation prepared by the Producers' Council of a recent survey of farmers' building intentions.

"Of this total, \$1,850,000,000 would be spent on construction of 662,000 new farm dwellings during the five years after the war", James W. Follin, the Council's Managing Director, said, "whereas only \$920,000,000 was spent for new farm homes during the first five years after World War I.

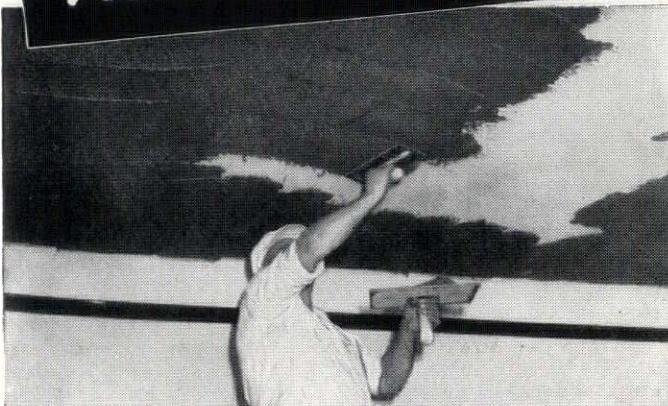
"The remainder of the expenditure currently planned by farm owners would be used during the first two years, for the most part, for the repair, improvement, or replacement of farm structures, with indications that about \$650,000,000 would be spent for improvement of dwellings and \$700,000,000 on other structures.

"Eighty percent of the expenditures for new farm dwellings will be for homes costing \$2000 or more. Sixty percent of the expenditures are expected to be in houses costing less than \$4000.

"Of the total indicated expenditure of \$650,000,000 for repair and improvement of farm dwellings, plumbing and central heating plants are estimated at \$270,000,000, electrical wiring at \$35,000,000, modernization of kitchens at \$35,000,000, painting and decorating at \$110,000,000, and roofing, insulation, and alterations and additions at \$200,000,000."

# *Brand New Product!*

## ZONOLITE *Acoustical PLASTIC*



## TROWELS OVER WALLS AND CEILINGS TO REDUCE NOISE

### ... NEW WORK OR REMODELING

- |              |                    |                |
|--------------|--------------------|----------------|
| • Residences | • Cocktail Lounges | • Schools      |
| • Offices    | • Auditoriums      | • Churches     |
| • Theaters   | • Restaurants      | • Hospitals    |
| • Hotels     | • Bowling Alleys   | • Institutions |
| • Halls      | • Swimming Pools   | • Shops, etc.  |

Architects will be quick to appreciate this important new development in sound-reduction materials. Zonolite Acoustical Plastic sticks to any clean, firm, water-resistant wall or ceiling. Applies with trowel to curved, ornate or any type of flat or irregular surface. Ornamental treatments may be used at will, or remain unchanged. Old cracked ceilings can be covered without removal or use of additional lath. With its high degree of sound absorption an efficient reduction of noise is assured. Doubly effective because both porous and resilient. Can be painted without loss of efficiency. Fills a long felt need, and opens to you many profitable opportunities wherever noise is a nuisance.

**Mail Coupon FOR DETAILS**



**Western Mineral Products Co.**  
1720 Madison St. N.E.  
Minneapolis 13, Minn.

Western Mineral Products Co.

1720 Madison St. N.E., Minneapolis 13, Minn.

Please rush full information about the new Zonolite Acoustical Plastic.

Name .....

Local Address .....

City ..... State .....



### The place to look for information on:

- Metal Lath and Accessories
- Expansion Corner Beads
- Solid Wing Corner Beads
- Base Screeds and Picture Moulds
- Window Stools
- Metal Bases
- Metal Casings, Special Moulds, and Corner Grounds
- Blackboard Moulds
- Chalk Troughs (with Insulmat Sound Deadening)
- Chair Rails
- Cove Moulds
- Metal Access Doors
- Steel Roof Deck
- ... and other steel building materials

F-225A

## Data helpful in designing fireproof steel-reinforced plaster construction in the *MILCOR* Manual

*A handbook of steel building products that permit you greater freedom in expressing your conceptions*

The Milcor section in Sweet's is a working manual designed to help you in the application of metal lath, corner beads, metal trim, casings, and window stools as mediums which are artistic as well as utilitarian.

Here is a quick picture of the industry's most complete line of fireproof steel building products—which will again be available to help you meet tomorrow's design requirements: smooth, simple, unbroken planes . . . sweeping curves . . . ornamental relief . . . crackproof surfacing for radiant heating installations . . . etc.

Long wartime curtailment of these preferred construction methods daily emphasizes the fact that temporary construction is only temporary. Thus the basic advantages of steel-rein-

forced plaster—as briefly in the following paragraph — are now appreciated by your present and prospective clients more than ever before:

Fire-safety — guarding both lives and property. Space economy. Sound retarding properties. Sanitation for health. Crack and impact resistance —assuring permanent beauty of plaster walls and ceilings.

Also included in the Milcor Manual are pages on Milcor Steel Roof Deck — a basically sound, quickly-erected type of industrial, public, and residential construction. Application details are illustrated, tables of safe loads are given, etc.

On all your design and specification problems concerning fireproof steel construction — for structures large and small — refer to the Milcor Manual in Sweet's, with confidence that you will receive real help in doing a creditable job with less time and trouble.

**MILCOR STEEL COMPANY**  
MILWAUKEE 4, WISCONSIN

Baltimore 24, Md. • Chicago 9, Ill. • Kansas City 8, Mo. • Los Angeles 44, Calif. • Rochester 9, N. Y.

... equipped to serve you better  
through acquisition of  
**THE J. M. & L. A.  
OSBORN CO.**  
CLEVELAND 14, OHIO  
DETROIT 2 • BUFFALO 11 • CINCINNATI 25  
as a *Milcor* subsidiary